

For Immediate Release

Contact: Rebecca Petras
McElroy Translation
+1-425-281-6268
Rebecca@mcelroytranslation.com

Global Business Webinar Cracks the Code: Go Global, Be Successful

17 February 2010, 1PM EST: Presented by Three Globalization Experts

Austin, TX (10 February 2010)— McElroy Translation will present the first in its series of Global Business webinars on 17 February 2010 at 1:00 PM Eastern. “Taking Your Business Around the Globe ... Does Your Product Need a Passport?”, to be jointly presented by McElroy Translation, Bridge360, and Lucrum Marketing, is designed for technology firms interested in reaching new markets worldwide.

“There is a gap between large multinational companies that understand how to localize their products globally and grab international market share, and smaller or mid-sized technology companies who would like to capture more customers worldwide,” said Olga Pechenko-Kopp, CEO of McElroy Translation, a venerable language business with more than 40 years helping companies prepare for globalization. “Our Global Business webinar is designed to educate product marketing and sales teams within technology firms on the basics of internationalization, localization, and global marketing.”

Figures show that only one in every ten U.S. businesses sells products overseas. Furthermore, the current administration is providing incentives for companies to increase exports. “There is a great opportunity to take businesses global now,” said Rose Neas, VP of Sales & Marketing at McElroy Translation, who will present at the webinar. “Businesses who see the potential can learn a lot of practical first steps during this webinar.”

Neas will provide an overview on localization, including how to sell the benefits of localization to top management. Brenda Hall from Bridge360 will present an overview of internationalization, which is generally the first step in preparing software code for international markets, and Tom Evans of Lucrum Marketing will share his knowledge on global marketing.

The webinar is free to anyone interested in learning more about taking their business global to increase sales. [Registration](#) is open now.

About McElroy Translation (www.mcelroytranslation.com)

McElroy Translation puts 40 years of experience, extensive linguistic resources, and advanced business processes to work for every client. From its home base in Austin, Texas, McElroy offers translation and localization services in more than 100 languages to clients worldwide. The company specializes in the legal, pharmaceutical/medical, energy, and software industries. McElroy prides itself on the quality assurance and professional project management support it provides.